

Abstract

Title: Business plan for the establishment of fitness club Health+Prague fit club, s.r.o.

Objectives: The main aim of this thesis is to develop a business plan of the newly emerging fitness centre in downtown of Prague and to verify the feasibility of the project.

Methods: The first part explains important terms, structure and principles necessary on this issue by using the method of synthesis. In the second part methods of financial analysis and scoring model for analysing competition are used.

Results: Business plan for establishing a new fitness club in central Prague showed that the club has the potential to thrive in the market. All analysis results are displayed using tables. In comparison with direct competitors it offers comparable products at higher prices. It offers to customers a large space filled with quality training opportunities, as well as relaxation.

Keywords: Business plan, fitness, business, financial plan, marketing, management.